AN EXAMINATION OF THE RELATIONSHIP BETWEEN BRANDING AND CONSUMER BUYING BEHAVIOR OF MOSQUITO REPELLANTS IN THE KUMASI METROPOLIS OF GHANA.

ISAAC TANDOH, Ph.D., APR (1)
LECTURER
CENTRAL UNIVERSITY,
SCHOOL OF BUSINESS

EMMANUEL NSIAH
Central University

Abstract

This study examined the influence of branding on consumer purchasing behaviour with an emphasis on mosquito repellents in the Kumasi Metropolis of Ghana. This was necessitated by the fact that, in-spite of the superfluity of literature on branding and consumer purchasing behaviour, there are limited studies on mosquito repellents despite its growing demand. The study in addressing this gap significantly contributes to academic knowledge on branding and consumer purchasing behaviour. The study adopted a descriptive survey as the research design. Both primary and secondary sources were used in the gathering of data. The study employed a purposive sampling method for the selection of 210 respondents in the administration of the questionnaire. Data were then analyzed using Statistical Package for Social Sciences (SPSS) and Microsoft Excel. Correlation matrix, Cronbach Alpha, Mean and Standard Deviation were used in the analysis of the quantitative data and the testing of hypotheses.

The study revealed that majority of the respondents based their purchasing decision on brand name although some respondents acknowledged that purchasing behaviour was also influenced by brand elements such as design, slogan, shape and logo. The study, by extension, discovered that there was a strong positive relationship between brand elements and consumer purchasing behaviour. Also, most of the respondents indicated that they purchase mosquito brands because of the assurances of quality. Based on the findings, the study recommends the need not only for market practitioners to concentrate on the brand name as a way of influencing consumers' purchase decision but also undertake measures to develop the other brand elements such as design, slogan, shape and logo. Also, due to the competitive nature of the market, top management should continue the pivotal role they are playing in making their brand stand out from those of competition.

KEYWORDS: *Branding. Consumer, Purchase, slogan, logo, branding elements.*

INTRODUCTION

Branding and brands have attracted rising interest from top management of business organizations and other stakeholders (Bhattacharya and Mitra, 2012). According to Hatch *et al.,* (2001), there should be proper coordination among management, stakeholders and employees of the organization on branding in terms of receiving an extensive and profound scope and deliberations.

The intense competition faced by business the world over has resulted in the employment of various marketing communication tools by companies to help in achieving differentiation and ensure the creation of sustainable competitive advantage. (Tandoh, I., 2015)

 Kerin *et al.* (2009) posited that, branding is a basic marketing decision in which an organization uses a name, phrase, design, symbols or combination of these to create distinctive variations from those of rival competitors. It is the totality of the perception and feeling of consumers about a product and its performance and all the superior-valued features that are important to the consumer (Kotler and Armstrong, 2006).

Branding refers to the process of identifying a good or service which the marketer offers, with some unique name or mark or combination of both. It creates distinctiveness in the offering causing it to be easily identified and recognized in the market from the competitors' offerings. The word brand is a composite term. Thus, it takes into account the name, word, design, symbol or a combination of these elements in order to differentiate it from others. A brand, by definition, is a description of the superior value characteristics, which consumers can depend on over a period to satisfy their wants or needs (Sawant, 2012).

Organizations that consider branding as a key management asset and a marketing strategy is able to stand or win the competition and survive in this turbulent business environment. Branding is acknowledged to be one of the most fascinating marketing strategies used for the purpose of winning or overcoming competition (Ogbuji *et al.*, 2011). Branding has emerged as part and parcel of modern day marketing strategies and now considered a key organizational asset. The contemporary age provides a reflection of the major changes in the marketing strategies employed by organizations and institutions to enable them to become very competitive and sustainable in the turbulent market that they find themselves. Brands perform an indispensable role in consumer decision-making processes. It is very crucial therefore for business organizations to find out the decision-making process of consumers and establish the conditions which customers adopt in a making a purchase decision (Cravens and Piercy, 2003). According to Keller (2008), consumer purchasing decision involves processes such as need recognition, information search, alternative(s) evaluation, selection or choosing a product and finally post-purchase experience evaluation.

Most often, consumers unconsciously do not know the processes they go through in making a purchase decision of a product and when such a stage is reached, the consumer adopts a shortcut with branding considered as the only option. Also, in today's turbulent business environment where consumers have adequate information with regards to products, creating distinctive and strong brand features appeal or resonate with consumer needs (Ahuvia, 2005). Consumers consider some superior valued-characteristics of a product before making a purchase decision (Schiffman and Kanuk, 2010). The study of behavioral and sociological factors have now received a great deal of attention from organizations in order to gain deep insight into consumer purchasing behavior. Thus, brands represent key organizational assets (Rindell, 2008). Organizations now inject a lot of resources in developing strong brands that provide ample information about the specific needs of customers and consumers.

Marketing has now undergone evolution, and this is reflected in the way organizations are shifting from product or market point of view to consumer or customer management. Thus, business organizations are heavily injecting resources into understanding - the purchasing behaviour of their consumers in relation to the 4 P's (thus Product, Price, Place and Promotion) and the additional 3 P's (People, Process and Physical evidence), (Achrol and Kotler, 1999). Assael (2005) defines purchase behaviour as the tendency for a consumer to act on a product. Marketers should endeavor to measure purchase intentions and outline the factors that influence these purchase intentions. A good attitude towards a product results in the development of positive interest which goes to strengthen consumer-company relationship (Assael, 2005).

LITERATURE REVIEW

Consumer Purchasing Decision Process

Kotler (2003) indicates that the purchasing decision process exhibits different consumers playing different roles. Some act as initiators, influencers, deciders, buyers and users. It's true that a consumer may not necessarily go through all the decision-making process. At times, a consumer makes his or her decision automatically and the decision may be based on heuristics or mental shortcuts. In some cases, where the level of involvement of a product is high, consumer has to spend an inordinate amount of time to finally make a purchase decision (Solomon, 2014). When people go for purchasing a car, they go through different steps before reaching a decision for final purchase, like search information about the cars, evaluate the car's attributes, get to know the experience of different people in their vicinity.

The consumer decision-making process defines different steps a consumer goes through to purchase a product (Kotler, 2003). The process starts with the recognition of a problem where the consumer believes that a gap must be bridged between its present and current state. Information search then follows s where adequate information is gathered about the product on which a purchase decision is sought. However, in the case of

costly products, the level of information search or involvement becomes high. An evaluation of the available brands where consumers examine carefully the attributes of the product and engage in product comparison. The final process is where the choice of a product is made (Solomon, 2014). The consumer buying behaviour provides the following steps as the processes consumers go through in making a purchase decision.

Need recognition

The consumer purchasing decision process starts with the recognition of a need. Need recognition can be triggered by internal or external stimuli. Internal stimuli or triggers enables consumers to meet the basic necessities of life needs such as food, cloth and shelter whereas the external triggers the need due to the circumstances in the environment. The recognition of a need can occur naturally, but marketing managers can set it in motion (Solomon, 2004). Marketers can create demand through the deployment of various integrated marketing communication tools.

Also, marketers will try to persuade consumers to choose their brand instead of their competition (Solomon, 2004). Perreau (2014) made another classification of needs which include the following:

- Change need: This refers to the need to purchase a new product to change current appearance. For example, buying new cloth or shoes to change current appearance.
- Social need: The need for social recognition and identity. For example, the purchase of luxury products for social recognition and identity.

- Functional need: The need to purchase a product to perform a particular function. Buying bottled water to quench thirst.

Information Search

Solomon (2004) states that a consumer needs to search for relevant information before a purchase is made. However, it is not always the case where information is needed to make a choice of a product. Information can be obtained from friends and families, browsing the internet, experiencing the product and from the mass media both print and electronic. Kotler and Armstrong (2010) indicate that consumers are currently exposed to a vast array of information from advertisement (Television, radio and print) through promotions, public relations and publicity, personal selling, direct marketing to word of mouth. Still, the most effective source information is obtained from families and friends.

Evaluation of alternatives

Wright (2006) states that an evaluation of alternatives follows after the information search. The consumer can now evaluate different alternatives before a choice of a product is made. According to Kotler and Armstrong

(2010), a consumer sometimes makes a choice without evaluating alternatives and base their purchases on impulse or intuition. At this point, the consumer trickles the brands from the evoked set to the consideration set. The consumer might have come across some brands in the process of information search but would not be considered in the decision process and others are not considered at all (Solomon, 2004).

Factors Affecting Consumer Behaviour

Kotler et al. (2000), have outlined several factors that influence consumer buying behavior. Lake (2009) indicates that there are internal and external factors that influence consumers purchasing behaviour. Among some of the factors Kotler theorized are discussed as:

Cultural Factors

Cultural factors have a significant influence on consumer purchasing behaviour. According to Durmaz and Jablonski (2012), culture, subculture and social class are the elements under cultural factors that have strong influence on the consumer buying decision.

Culture: Culture refers to the learned values, wants, behaviour and perceptions of a group of people. Fill (2009) indicates that culture is the basic cause of a person's wants and behaviour. To him, culture has an impact on any group or society's buying behaviour. Kotler et al., (2000) indicate that culture allows a consumer or group of consumers who share common value systems to make a purchase based on a common life experience and situation, nationalities, religions, racial groups, and geographic locations. Culture is an important factor of a society that differentiates it from other cultural groups.

Social class:

Social classes are society's relatively permanent and ordered division whose members share similar values, interests and behaviors. Shah (2010) states that all societies possess some form of social class which is important to marketers because the purchasing behaviour of people in a given social class is similar. In this way, marketing activities could be tailored according to different social classes. He stated that income should not be the only determinant of social class but other factors such as wealth, education, occupation must be considered. Warner's research identified six classes within the social structures: Upper-upper, lower-upper, upper-middle, lower-middle, working class and lower class (Boone and Kurz, 2010).

Social Factors

Kotler and Armstrong (2006) state that social factors play a significant role in consumers purchasing behaviour. Elements of the social factors include the following:

Family: Family is both a subgroup of the society as well as an important economic unit. Family is a complete and sophisticated buying organization that considers the needs of two or more generations. The nature of the family has an influence on purchasing behaviour and its responsibilities may result in the creation of reverse demand for goods and services (Samadi, 2007). Kotler and Armstrong (2010) and Khan (2006) indicates that family members have an impact on the individual consumers' buying behaviour. A family forms the environment for the acquisition of values and norms by individuals as well as the creation of first perceptions about brands and products. They stated that consumers who have created brand perceptions when they were young, can transfer these brand selections in their adult life.

Reference groups: Nesai (2009) states that reference groups include the following –professional institutions, social organizations, family members and friends. Group affects the buying behaviour and value of others. Kotler and Armstrong (2006) indicate that there are three ways in which reference groups can influence an individual. First, an individual consumer will encounter new behaviors and lifestyles. Second, the ideas, interests and imaginations that influenced the individual consumer will be adapted to the reference group. Third, the choice of product brands may be influenced by the creation of compulsive conditions.

Roles: Every role has activities expected of an individual. An individual consumer may have the role of a mother, wife, and a sales manager in the corporate world. Each of these roles has an influence on purchasing behaviour (Kotler, 2009). Each role has dignity. Dignity is the respect that society has toward that role. Generally, people choose products which are drivers of their social roles in the community (Kotler and Armstrong, 2006). When a person accepts a role, the normative pressures have effects on the person to act in a special way. A key role in consumer buying behaviour is related to the decision maker; the final decision is made concerning what to choose (Mown and Minor, 2009).

Personal Factors

Personal factors such as age and life cycle states, occupation, lifestyle, self-concept and personality.

Age and life cycle: According to Kotler et al, (2000), the age and life-cycle stage of a person influences its purchase decision. The decision in terms of demand for food, clothes, furniture and others are likely to change with age. Even the type of occupation one finds him/herself is likely to influence its purchase decision. Blue collar worker would demand more of rugged clothes than a white collar worker who would go for business suits. Kotler and Armstrong (2010) explained that consumers' change during their life and purchasing of products change depending on age and stage of life. Traditionally, a family life cycle included only included young singles and married couples with children. Marketers are currently focusing on alternatives, non-traditional stages such as unmarried couples, single parents, childless couples and singles in life.

Occupation: Occupation influences the purchasing power and decision of consumers. The income level influences what consumers can buy. Normally, people within the same occupational level tend to have similar taste and fashion. He stated that consumers with lower income tend to buy survival products than spending on luxury brands (Solomon, 2004). For instance, the purchasing behaviour of a Doctor can be easily distinguished from that of a Teacher, Lawyer, and Businessman, so marketers have to design unique marketing strategies to match the buying motives of the different occupational groupings.

Lifestyles: Lifestyles is a person's way of life as expressed in his activity, interest and opinion that portrays the whole person interacting with the environment. Marketers should therefore design different marketing strategies to suit the lifestyles of the consumers. According to Khan (2006), an individual's lifestyle is composed of different dimensions which include the following: opinions indicate how consumers feel about different issues e.g. politics or products; activities describe how consumers spend their time; interests tell consumer's preferences and priorities. Kotler and Armstrong (2010) explain further that these lifestyles express a consumer's way of living. Lifestyles impacts on the consumer's purchasing behaviour and decisions.

Personality: Kotler and Armstrong (2010) explain that personality differentiates one person from another by individual traits. These traits can be self-confidence, adaptability, sociability and dominance. According to Wright (2006), personality determines how we see ourselves and the world around us as well as how other people see us. People around us shape our personality. Personality changes during the various stages of life.

Psychological Factors

A consumer purchasing behaviour is influenced by four psychological factors – motivation, perception, learning and attitude.

Relationship between Branding and Consumer Purchase Decision

Many empirical studies have confirmed the assertion that product branding increased product sales. One of these studies is by Griffiths et al (2005) who conducted a study in Australia using cross-sectional data of 300 firms over 1989 to 2002. Their study concluded that product branding through trademarks is a significant determinant of company profits. Stock market values are positively related with firms' trademark by UK manufacturing firms, service-sector large firms, and firms with a trademark enjoy significantly higher value added than non-trade institutions between 10 % and 30% for all firms (Greenhalgh and Rogers 2007).

Millot (2011) conducted similar study in France and Germany and concluded that product branding such as trademarks has a significant and positive correlation with market innovation. Mehrazeen et al (2012) also found in Iran, a significant and positive relationship between product branding and performance indicators. However, Yeboah et al. (2013) conducted a similar study on the role of branding in Ghana's' Telecommunication Industry. Their findings established that there was a statistically insignificant correlation

between trademarks and the choice of network, indicating that trademark do not significantly impact on sales of mobile networks. The study however found that brand quality significantly impacts on sales of mobile network in Ghana, though it is not the most important factor in the telecommunication industry.

Anabila and Awunyo-Vitor (2014) assess the role of branding in marketing pharmaceutical products in Ghana. The study was done on three pharmaceutical companies in Accra, the capital of Ghana, targeting pharmaceutical companies within Greater Accra Region. The study found that branding improves sales of pharmaceutical products in Ghana. The study indicated that customers' perception of brand significantly influences their buying decision as well as sales of pharmaceutical products. Pharmaceutical firms used branding to communicate the value of their product and tangible differences to consumers. Not only does branding through trademarks, motivate sales, but its awareness is equally important since brand awareness influences consumers' decision –making. For example when consumers know a certain brand they include that brand name in their daily purchase (MacDonald and Sharp, 2000). This suggests that a well-known brand is more likely to have more patronage than a less known brand (Yoo et al, 2000). Haung and Sarigollu (2012) emphasize brand awareness increases brand market performance, hence it is not enough to just brand products to companies, but should factor into their product branding, the component of awareness creation of the brand through regular advertisement of the brand.

A study by Bansah et al. (2015) concludes that branding positively affects sales of textiles in Ghana. They established that customers recommendation are geared towards their favourite textile brand to their families, relatives and friends and this will finally increase sales volumes of their favourite brand. The study further indicated that customers are loyal to their favourite brand and would continue to buy when there is a slight rise in the price of the brand.

 Foxall and Goldsmith (1994) in their study recommended that there is a strong association between perception of the customer regarding a particular product and service are been influenced by the perception of the brand. In the telephony sector brands are built to generate short term and long-term profit, positive perception and recognition about the corporate services and products.

Zhang (2015) indicates that the perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. There is an appreciable number of literature that supports this assertion. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behaviour both directly and indirectly. In the study it was ascertained that brand image does not have a direct impact on loyalty but through customer satisfaction, consumers build loyalty. In the same direction, Shah et al. (2012) study the core of brand image, brand attitude and brand attachment with environmental consequences to testify the impact on the consumer purchase intentions. The study concluded that attitudinal formations towards smoking are mostly formed through the brand of cigarette that is commonly used by the masses. This indicates that the, popularity of brand among customers influences others to purchase the same product based on the trusts and acceptance of other consumers. The study found that smokers give

less consideration to the harmful effects that their actions are having on the environment just to gratify their personal desires.

METHODOLOGY

Research Design

This study adopted the quantitative approach on the grounds that, the researcher aimed at seeking predictions that will reject or accept the relationship between branding and consumer purchasing behaviour of mosquito repellents in the Kumasi Metropolis.

Data Sources & Population of Study &Sampling

The study made use of both primary and secondary sources of data. As far as this work is concerned, the target population consisted of consumers who purchase mosquito spray for their households to ascertain whether branding has any influence on their purchasing behaviour. The study considered the purposive sampling technique because not all consumers use mosquito spray. Hence, the study purposively chose those consumers who can provide the required information. A sample size of two hundred and ten (210) consumers of mosquito spray was used to ascertain whether branding has any influence on consumer purchasing behaviour.

RESULTS & DISCUSSIONS

CONSUMER PURCHASING DECISION ON MOSQUITO BRANDS

Table 1.0: Various Brands of Mosquito Spray Purchased by Respondents

Variables	Frequency	Percentage
Raid	28	13.3
Angel	24	11.4
Killit	74	35.2
Out	54	25.7
Heaven	20	9.5
Sasso	10	4.7
Total	210	100.0

Source: Field Survey, 2018.

It is noticed in Table 1 that, 35.2% of the respondents buy Killit mosquito spray during their purchase decision, 25.7% purchase Out mosquito spray, 13.3% of the respondents purchase Raid, 11.4% purchase Angel, 9.5% purchase Heaven and 4.7% of the respondents purchase Sasso. This shows the different brands of mosquito sprays respondents buy during their purchase decision with majority demanding Killit.

BRAND ELEMENTS CONSIDERED BEFORE MAKING A PURCHASE DECISION

This section considers the brand elements respondents base their purchase of mosquito brands on. Results indicate five brand elements (brand name, slogan, design, shape and logo) that respondents base their purchase decision on.

Table 2.0 Brand Elements Considered before Making a Purchase Decision

Brand Elements	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	Standard Deviation
Brand name	138 (65.7)	42 (20)	15 (7.1)	9 (4.2)	6 (2.8)	1.5857	0.99510
Slogan	37 (17.6)	48 (22.8)	35 (16.6)	40 (19.0)	50 (23.8)	3.0857	1.44178
Design	121 (57.6)	50 (23.8)	17 (8.1)	12 (5.7)	10 (4.7)	1.7619	1.12411
Shape	107 (50.9)	69 (32.8)	15 (7.1)	14 (6.6)	5 (2.4)	1.7667	1.00612
Logo	25 (11.9)	33 (15.7)	49 (23.3)	56 (26.6)	47 (22.3)	3.3190	1.30443

Source: Field Survey, 2018.

Brand Name

From Table 2.0 out of the 210 respondents sampled for the study which represent 100%, 65.7% of the respondents strongly agree that they buy mosquito brands because of the brand name, 20% agree and 7.1% are undecided. However, 4.2% of the respondents disagree to the statement that they buy mosquito brands because of the brand name and 2.8% strongly disagree

Slogan

It is also noticed in Table 2.0 that, 23.8% of the respondents strongly disagree to the statement that they purchase brands of mosquito spray because of the slogan, 22.8% also agree to the statement, 19.0% of the respondents disagree, 17.6% strongly agree and 16.6% are undecided.

Design

From Table 2.0, 57.6% of the respondents strongly agree that their choice of mosquito brand is based on the design, 23.8% of the respondents also agree and 8.1% are undecided. However, 5.7% of the respondents disagree that their choice is based on the design of the brand and 4.7% strongly disagree.

Shape

It is further revealed in Table 2.0 that, 50.9% of the respondents strongly agree that their purchase of a brand of mosquito spray is based on the shape, 32.8% also agree and 7.1% are neutral. However, 6.6% of the respondents disagree to the statement that their purchase of a mosquito brand is based on the shape and 2.4% of the respondents strongly disagree to the statement.

Logo

Results in Table 2.0 show that 26.6% of the respondents disagree that their choice of a mosquito spray is based on the logo, 22.3% of the respondents are those who are undecided and those who strongly disagree to the statement respectively. However, 15.7% of the respondents agree to the statement that they base their choice on the logo of the brand and 11.9% strongly agree.

BRANDING AND CONSUMER PURCHASE DECISION

This section analyzes the relationship between brand equity (brand awareness, brand loyalty, perceived quality and brand association) and consumer purchase behaviour.

Brand Awareness

This examines the level of adequate knowledge about mosquito brands, position of choice set and their recall rate.

Table 3.0: Brand Awareness and Consumer Purchasing Behaviour

Brand Awareness	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	Standard Deviation
I have adequate knowledge about the brand	120 (57.1)	58 (27.6)	14 (6.7)	5 (2.4)	13 (6.2)	1.7286	1.10572

My position of choice set is high towards the brand	122 (58.1)	57 (27.1)	10 (4.8)	11 (5.2)	10 (4.8)	1.7143	1.09119
I can easily recall this brand during any purchase decision	136 (64.8)	49 (23.3)	16 (7.6)	4 (1.9)	5 (2.4)	1.5381	0.89709
I can easily recall competitive brands easily	106 (50.5)	70 (33.3)	20 (9.5)	7 (3.3)	7 (3.3)	1.7571	0.98945

Source: Field Survey, 2018

Table 3.0 establishes the relationship between brand awareness and consumer purchasing behaviour. 57.1% of the respondents strongly agree that they have adequate knowledge about the mosquito brand they purchase, 27.6% agree and 6.7% remain undecided. However, 6.2% of the respondents strongly disagree that they have adequate knowledge about the mosquito brand they purchase and 2.4% disagree.

From Table3.0, results show that 58.1% of the respondents strongly agree that the position of choice set is high towards the brand, 27.1% also agree, 5.2% disagree to the statement, 4.8% remain undecided and 4.8% strongly disagree.

It is also noticed in Table 3.0 that 64.8% of the respondents strongly agree that they can easily recall brand during any purchase decision, 23.3% of the respondents also agree and 7.6% remain undecided. However, 2.4% of the respondents strongly disagree that they can easily recall brand during any purchase decision and 1.9% disagree. In Table 3.0, results reveal that 50.5% of the respondents strongly agree that they can easily recall competitive brands, 33.3% also agree and 9.5% remain neutral. However, 3.3% of the respondents disagree and strongly disagree to the statement**.**

that they can easily recall competitive brands. It is realized from Table 3.0 that, majority of the respondents can easily recall brands during any purchase decision as supported by a mean value of 1.5381 and a standard deviation of 089709.

Brand Loyalty

This examines critical issues such as consumers' willingness to recommend the brand to others, continue to use the brand even at a high usage rate and whether they are motivated to switch to other competitive brands.

Table 4.0: Brand Loyalty and Consumer Purchasing Behaviour

Brand Loyalty	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	Standard Deviation
I am motivated to recommend the brand that I use to others	111 (52.9)	61 (29.0)	23 (11.0)	9 (4.3)	6 (2.9)	1.7524	1.00507
I am motivated to purchase alternative packages	20 (9.5)	14 (6.7)	18 (8.6)	54 (25.7)	104 (49.5)	3.9905	1.30875
I would continue to use this brand even at high usage rate	110 (52.4)	44 (21.0)	24 (11.4)	13 (6.2)	19 (9.0)	1.9857	1.30688
I would be motivated to switch to other competitive brand	6 (2.9)	6 (2.9)	32 (15.2)	58 (27.6)	108 (51.4)	4.2190	0.99742

Source: Field Survey, 2018

Table 4.0 establishes the relationship between brand loyalty and consumer purchasing behaviour. 52.9% of the respondents strongly agree that they are motivated to recommend the brand they use to others, 29.0% also agree and 11.0% remain undecided. However, 4.3% of the respondents disagree that they are motivated to recommend the brand they use to others and 2.9% strongly disagree to the statement. It is realized in Table

4.20 that 49.5% of the respondents strongly disagree that they are motivated to purchase alternatives packages, 25.7% also disagree, 9.5% answer on the contrary by strongly agreeing to the statement that they are motivated to purchase alternative packages, 8.6% remain undecided and 6.7% agree.

In Table 4.0, 52.4% of the respondents strongly agree that they will like to continue to use this brand even at high usage rate, 21.0% of the respondents also agree and 11.4% remain undecided. However, 9.0% of the respondents strongly disagree that they will continue to use this brand even at high usage rate and 6.2% also disagree with the statement.

From Table 4.0, results show that 51.4% of the respondents strongly disagree that they will be motivated to switch to other competitive brands, 27.6% also disagree and 15.2% remain neutral. However, 2.9% of the respondents agree and strongly agree that they will be motivated to switch to other competitive brands.

Further results from Table 4.0 reveal that the majority of the respondents are motivated to recommend the mosquito brand that they use to others as supported by the mean value of 1.7524 and 1.00507 standard deviation.

Table 5.0: Correlation Between Brand Equity and Consumer Purchasing behaviour

		Consumer Purchasing Behaviour	Brand Awareness	Brand Loyalty	Perceived Quality	Brand Association
Consumer Purchasing Behaviour	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	210				
Brand Awareness	Pearson Correlation	.623**	1			
	Sig. (2-tailed)	.000				
	N	210	210			
Brand Loyalty	Pearson Correlation	.531**	.612**	1		

	Sig. (2-tailed)	.000	.000			
	N	210	210	210		
Perceived Quality	Pearson Correlation	.711**	.683**	.516**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	210	210	210	210	
5.0	Pearson Correlation	.527**	.621**	.659**	.568**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	210	210	210	210	210

Source: Field Survey, 2018

Table 5.0, establishes the correlation between brand equity and consumer purchasing behaviour.

Brand Awareness

Results in this table show that at a significant level of 0.01 (2-tailed), Pearson correlation (R) is 0.623. This statistically means that there is a positive relationship between brand awareness and consumer purchasing behaviour. However, the relationship is strong because R is greater than 0.5.

Brand Loyalty

It is further revealed that, R is 0.531 at the significance level of 0.01 (2-tailed). Statistically, this implies that there is a positive relationship between brand loyalty and consumer purchasing behaviour. However, the relationship is strong because the coefficient of 0.531 is greater than 0.5.

Perceived Quality

It is also noticed that there is a strong positive relationship between perceived quality and consumer purchasing behaviour. This is because R is 0.711 at 0.01 (2-tailed) and greater than 0.5.

Brand Association

Finally, it is realized that R=0.527 at a significant level of 0.01 (2-tailed). This reveals that there is a strong positive relationship between the brand association and consumer purchasing behaviour because the coefficient is greater than 0.5.

Thus, there is enough evidence to suggest that there is a positive relationship between brand equity and consumer purchasing decision of mosquito brands (Therefore, H2 is accepted). In a similar study conducted by Dolatabadi et al. (2012), he found a significant relationship between brand equity and purchasing behaviour among consumers. He further states that brand equity prevents inequality and preferential treatment and helps satisfies the needs and priorities of customers which would result in customer retention.

Summary of Key Findings

Examination of the various brands of mosquito spray purchased

The findings confirmed that brands of mosquito spray purchased by the respondents include the following: Raid, Angel, Killit, Out, Heaven and Sasso. From the findings, majority of the respondents purchase Killit. The findings revealed five brand elements which include brand name, slogan, design, shape and logo which are all used by respondents in making a purchase decision of mosquito brands. From the findings, brand name is the most significant element used by majority of the respondents in making a purchase decision of mosquito brands. Brand name has a mean value of 1.5857 (strongly agree). Apart from the brand name, the next most important brand element is design with a mean value of 1.7619, followed by shape (1.7667), then slogan (3.0857) and finally logo (3.3190). The findings outlined five main benefits of purchasing mosquito brands. These include risk reduction, quality assurance, matching of expectations, information efficiency and health consciousness and improvement. From the findings, quality assurance is the most significant benefit which drives consumers or users to make purchase of mosquito brands. Respondents are ready and willing to pay higher prices for mosquito brands if its quality is high in terms of performing its functions effectively without any side effects. Quality assurance has a mean value of 1.3714 which implies that most of the respondents strongly agree that quality assurance is the benefit which drives consumers or users to purchase mosquito brands. Also significant is risk reduction with a mean value of 1.6619, followed by information efficiency with a mean of 1.7143, then health consciousness and improvement with a mean value of 1.9857 and finally matching of expectation with a mean of 2.0143.

Relationship between Branding and Consumer Purchase Decision

This analyzes the relationship between brand equity (brand awareness, brand loyalty, perceived quality and brand association) and consumer purchase behaviour. Under brand awareness, majority of the respondents

can easily recall brands during any purchase decision as supported by a mean value of 1.5381 and a standard deviation of 089709. With respect to brand loyalty, majority of the respondents were motivated to recommend the mosquito brand that they use to others as supported by the mean value of 1.7524 and 1.00507 standard deviation. Regarding perceived quality, most of the respondents strongly agree that quality perception influences their mosquito brand decision. This is affirmed by the mean value of 1.3571 and a standard deviation value of 0.68551. Brand association establishes that quality perception influences mosquito brand decision as supported by a mean value of 1.3571 and a standard deviation of 0.68551.

Recommendations

- Strategic branding should be promoted considering the various brand elements which consumers or users of a product base their purchasing decision on.
- Quality development should always be at the centre of management discussions. This is because

REFERENCES

Aaker, D. (2007). Innovation: Brand it or lose it. *California Management Review, 50*(1), 8-24.

Achrol, R. S., & Kotler, P. (1999). Marketing in the network economy. *The Journal of Marketing*, 146-163.

Ahuvia, A. C. (2005). Beyond the extended self: Loved objects and consumers' identity narratives. *Journal of consumer research, 32*(1), 171-184.

Assael, H. (2005). *Consumer Behavior A Strategic Approach (2005 Indian*: Dreamtech Press.

Foxall, G. R. (1994). Consumer initiators: adaptors and innovators. *British Journal of Management, 5*(s1).

Jamal, A., & Goode, M. M. (2001). Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning, 19*(7), 482-492.

Kapferer, N. J. (2011). Paris as a Brand. *City Branding*, 184-189.

Kapferer, N. J. (2012). The new strategic brand management: Advanced insights and strategic thinking: Kogan page publishers.

Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of consumer research, 29*(4), 595-600.

Keller, K. L. (2008). *Strategic brand management*: New Jersey: Pearson Education, Inc.

Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing science, 25*(6), 740-759.

Kerin, R. A., Hartley, S. W., & Rudelius, W. (2009). Marketing. Retrieved 28th December, 2017, from McGraw-Hill Higher Education

Kotler, P., & Armstrong, G. (2003). *Fundamentos de marketing*: Pearson Educación.

Kotler, P., & Armstrong, G. (2006). *Principles of marketing*: Pearson education.

Kotler, P., Armstrong, G., Brown, L., & Adam, S. (2000). Marketing Prentice Hall: México.

Lamptey, W. O. (2016). *Marketing Library Services in Selected Private Universities in Ghana.* University of Ghana.

Sarpong, L., & Tandoh, I. (2015). The Role of Strategy in a Competitive Business Environment: A Case Study of Ecobank Ghana Limited. *European Journal of Business and Management*, *7*(11), 71-84.

Tandoh, Ike. "The impact of brand awareness on customer loyalty: A case study of Sinapi Aba Savings and Loans Ghana Limited." Texila International Journal of Management. 1-45.

Zhang, Y. (2015). The impact of brand image on consumer behavior: a literature review.